

CLAIMS

1. Cosmetic composition containing at least one prostaglandin EP-3 receptor antagonist in a cosmetically acceptable medium.
2. Composition according to Claim 1, characterized in that the said cosmetic composition contains from 0.001% to 10% and preferably from 0.1% to 5% of antagonists by weight relative to the weight of the composition.
3. Composition according to Claim 1 or 2, characterized in that the said cosmetic composition contains from 0.001% to 10% and preferably from 0.1% to 5% of prostaglandin EP-2 and/or EP-4 receptor agonists by weight relative to the weight of the composition.
4. Composition according to any one of Claims 1 to 3, characterized in that the composition also contains a cosmetically acceptable medium consisting of water or of water and at least one organic solvent chosen from the group consisting of hydrophilic organic solvents, lipophilic organic solvents and amphiphilic organic solvents, or mixtures thereof.
5. Composition according to Claim 4, characterized in that the organic solvents are chosen from the group consisting of monofunctional or polyfunctional alcohols, optionally oxyethylenated polyethylene glycols, polypropylene glycol esters, sorbitol and its derivatives, dialkyl isosorbides, glycol ethers and polypropylene glycol ethers, and fatty esters.

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6. Composition according to Claim 4 or 5, characterized in that the organic solvent(s) represent(s) from 5% to 98% of the total weight of the composition.
7. Composition according to any one of Claims 1 to 6, characterized in that the composition also comprises at least one fatty phase.
8. Composition according to Claim 7, characterized in that the fatty phase represents from 0% to 50% of the total weight of the composition.
9. Composition according to any one of Claims 1 to 8, characterized in that it also contains at least one additive chosen from the group consisting of conventional hydrophilic or lipophilic gelling agents and/or thickeners; hydrophilic or lipophilic active agents; preserving agents; antioxidants; fragrances; emulsifiers; moisturizers; pigmenting agents; depigmenting agents; keratolytic agents; vitamins, emollients; sequestering agents; surfactants; polymers; acidifying or basifying agents; fillers; free-radical scavengers; ceramides; sunscreens; insect repellents; slimming agents; dyestuffs; bactericides; antidandruff agents.
10. Composition according to any one of Claims 1 to 9, characterized in that the composition is in the form of an aqueous, aqueous-alcoholic or oily solution, an oil-in-water or water-in-oil or multiple emulsion, and aqueous or oily gel, a liquid, paste or solid anhydrous product or a dispersion of oil in

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an aqueous phase using spherules.

11. Composition according to any one of Claims 1 to 10, characterized in that the composition has the appearance of a white or coloured cream, an ointment, a milk, a lotion, a serum, a paste, a mousse or a solid.
12. Composition according to any one of Claims 1 to 11, characterized in that the composition has a pH of between 3 and 8.
13. Use of prostaglandin EP-3 receptor antagonists, as cosmetic agents for attenuating, reducing or stopping the loss of keratin materials and other hairs.
14. Use of a composition described in any one of Claims 1 to 12 for attenuating, reducing or stopping the loss of head hair and other hairs.
15. Cosmetic treatment process for attenuating, reducing or stopping the loss of head hair and other hairs, characterized in that it consists in applying to head hair and other hairs a cosmetically effective amount of prostaglandin EP-3 receptor antagonists.
16. Cosmetic treatment process for attenuating, reducing or stopping the loss of head hair and other hairs, characterized in that it consists in applying to the head hair or other hairs a cosmetic composition as defined in any one of Claims 1 to 12.